



ConnectTo Communications, Inc.

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June 29, 2012

Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554
Re: WC Docket No. 11-42

To Whom It May Concern:

ConnectTo Communications, Inc. would like to take this opportunity to thank the FCC for considering its application for participation in the Broadband Adoption Lifeline Pilot Program. Please find below a brief description about ConnectTo Communications and then following it are answers to the questions as part of the Public Notice.

ConnectTo Communications, Inc. is a facilities-based CLEC in California, which obtained ETC designation in California on December 18, 2008. ConnectTo caters to mainly low-income households in the Los Angeles and surrounding regions in Southern California. ConnectTo Communications provides multilingual technical and customer support in the native languages of the majority of customers in English, Armenian and Russian languages. ConnectTo is also quite active in the community, being involved in community events taking place while donating its time and services. Thus, ConnectTo has derived concrete name recognition within the community. ConnectTo has also been advertising in multiple media types including local television channels, magazines and newspapers. Advertising for specific specials, etc. is also achieved using the monthly newsletter that is sent out along with the billing statements to its customers. Approximately 80% of ConnectTo's customers are low-income households, which equates to approximately 3000 Lifeline customers within California. Of this 3000 Lifeline customers, only approximately 500 are subscribed to broadband services. Thus we have firsthand experience that there are strikingly low adoption levels in low income households for broadband adoption.

ConnectTo's internal observation on issues and low adoption rates of low income families for broadband service is in line with FCC findings. Our experience in the field also tells us that digital illiteracy is the first and most important hurdle for low income families considering to adopt broadband. Therefore, ConnectTo has been partnering with training and nonprofit organizations in the last three years utilizing at least initial training. However, we would like to expand our digital training classes utilizing the opportunity provided by the FCC.

The second hurdle in adoption of broadband is the lack of availability of affordable equipment (computing devices) to connect to broadband.

ConnectTo is working on the deals with hardware distributors to come up with affordable computing devices and affordable monthly low payment plans. ConnectTo is testing and exploring Android devices that connect to TVs and give full capability to utilize the Internet; these devices are less than \$100.00 and can be a good alternative to computers for low income families. ConnectTo is contemplating the idea of providing these devices for free to Lifeline broadband adopters. The other possibility is that we are working with hardware companies to find desktop and laptop computers under \$250.00, giving low income customers a \$100 discount on the computers and providing payment plans of at least 6 months to pay off the rest of the balance. The monthly payment amount would be \$25, therefore making it affordable to low income families.

By providing free hardware and training, ConnectTo will invest its own funds in addition to funding provided by the Pilot Program, to make this Pilot Program successful in providing quality market data to assist in the development of future programs for adoption of broadband by low income families.

We would like to take this opportunity to communicate to the FCC on how ConnectTo can successfully gather and provide high quality data to promote the adoption and retention of broadband services by low-income households. The Broadband Adoption Lifeline Pilot Program will assist ConnectTo in extending its reach to more low income families utilizing its long experience in providing services to Lifeline customers, its existing digital literacy training programs developed in partnership with training and nonprofit organizations and at the same time participate in gathering and quantifying market data for adoption purposes.

Pilot Project Application:

I. All applications must include the following information:

(A)

Company name: ConnectTo Communications, Inc.

ETC designation effective: December 18, 2008 via Resolution T-17152

FRN: 0013921614

SAC: 549007

State ETC designation effective: California

Proposed geographic locations: Los Angeles, CA and surrounding areas. For exact zip codes, blocks and census tracts, please refer to the section below with the detailed information.

(B) A full description of the proposed pilot project(s), including but not limited to:

1. The geographic area(s) in which the ETC will offer the broadband plan(s) for their project(s), census data on the income levels of the residents of the specified geographic area(s) (census tracts, blocks or zip codes), and whether the geographic area(s) will cover Tribal lands;

ConnectTo Communications, Inc. is a CLEC in the State of California offering local, long distance, Internet connectivity to households and businesses primarily in Southern California (Los Angeles and surrounding regions). The specific census tracts, and blocks being serviced by ConnectTo can be found on the attached PDF file (Attachment1) which is directly from the US Census Bureau which indicates the census tracts in Los Angeles County with detailed number of households and the detailed number of low-income households per census tract.

2. A description of the technology or technologies that will be used for the broadband service;

Since ConnectTo Communications, Inc. is already a facilities-based CLEC in California and is providing broadband services on its own network, the existing infrastructure is sufficient in providing the necessary broadband services. In the event that we are in need of additional capacity or equipment, we will expand using the same network equipment already existing in our network which include, but are not limited to, Cisco routing equipment, Adtran and Zhone equipment, Genband and Mera switches. The specific technology used will be ADSL2+, VDSL2 and EoC (Ethernet over Copper).

3. The broadband speeds for the service offering(s) based on what is advertised by the ETC and if the offered speed is less than the benchmarks identified by the Commission, an explanation of why the speed is less than the benchmarks, and how the speed offered will provide consumers access to key

applications involving education (*e.g.*, distance/online learning), healthcare (*e.g.*, remote health monitoring), and person-to-person communications (*e.g.*, online video chat);²

The broadband speeds for the service offerings will be at average speeds of 4MB download and 1MB upload, although higher dedicated bandwidth can be available. The ultimate and exact speed is dependent on the consumer's physical address and the distance between this address and the corresponding central office. The minimum service offering is 1.5MB down and 750KB up. Higher speed offerings of 6MB, 10MB and 20MB are available on ADSL2+ networks. Internet speeds of greater than 50MB are available on EoC and VDSL2 technologies.

4. The amount of the monthly discount, if any, the ETC is seeking for each broadband plan included within the proposed project and the resulting cost to subscribers for the broadband service, the duration of the monthly subsidies the ETC is seeking, and all other terms and conditions of service (the ETC must provide specific details of all of the subsidized broadband offerings it intends to offer subscribers in the pilot project, including the different options of bundled services and/or standalone broadband and offerings with different usage limits or speed);³

The current offerings of ConnectTo Communications, Inc. including 4MB download and 1MB upload is \$34.99/month. ConnectTo is proposing to design three different offerings for the Pilot Program which include the following:

-Program 1: Initial 6 months at a \$30 discount to the consumer from the \$34.99 price, with an effective price of \$4.99. Then a \$20 discount for the remaining 6 months from the \$34.99 price, with an effective price of \$14.99. This also includes the initial training upon commencement of the program. Then another follow-up training session will be conducted 6 months into the program.

- Program 2: Entire 12-month period at a \$30 discount to the consumer from the \$34.99 price, with an effective price of \$4.99. This also includes the initial digital literacy training upon commencement of the program.

- Program 3: Entire 12-month period at a \$30 discount to the consumer from the \$34.99 price, with an effective price of \$4.99. This does not include any type of training privileges.

For all three programs, ConnectTo is providing complimentary wireless modems to the Pilot Program consumers with values of approximately \$50 each and is waiving the connection charge of \$60 per Pilot Program participant. Complimentary consulting assistance over the phone or onsite will be provided on the acquisition of laptops, desktops or tablets. We are working with distributors to extend discounts to these consumers and possibly offer terms with them in order to be able to participate, if necessary. Sample discounted prices would be approximately \$250 for laptops or desktops with payment plans of \$25 for 6 monthly installments, with an initial \$100.00 discount provided by ConnectTo. In addition, ConnectTo is exploring the opportunity

and possibility of providing \$100.00 Android devices that connect to the TV for free to families participating in the Broadband Adoption Pilot Program.

Based on our experience with customers, our goal is to provide customers with incentive based programs that would assist them and help them take advantage of this opportunity. For this reason, we choose not to give a full \$34.99 discount, since based on our experience if the consumer pays a minimal affordable amount (in this case \$4.99) they would be more enticed and interested in using the service, while taking advantage of the digital literacy training resources. If the service was fully subsidized and completely free to the consumer, our experience is that consumers will sign up more easily, but at the same time not feel obligated to use it.

5. The amount, if any, of a subsidy the ETC is seeking to reduce or eliminate any non-recurring fees, an explanation of the costs the non-recurring fees are used to cover and the resulting cost to subscribers of any non-recurring fees;

The wireless modems and assistance with the installation will be provided on a complimentary basis so that the Lifeline low income consumers can easily and abruptly be able to participate in this Pilot Program.

6. A detailed explanation of how the proposed pilot project will focus on those low- income consumers who do not currently subscribe to broadband;⁴

ConnectTo Communications, Inc. has approximately 3,000 Lifeline subscribers. Of this amount, less than 500 are currently subscribing to broadband services, leaving 2500 immediate potential consumers for this Pilot Program. Since we focus on ethnic markets and provide multilingual technical and customer support services, our potential customer base is overwhelmingly low income households (approximately 80%). We will also offer one of the programs to new subscribers. Since this is a Pilot Program, we would like to randomize the offerings since we want to see the adoption of the programs among existing customers and that of new customers.

7. The project's proposed overall funding amount with details on the number of customers it is estimated to serve, with underlying assumptions;

This Pilot Program will first be offered to the approximate 2500 existing Lifeline subscribers that do not currently subscribe to broadband services, which we expect to have a 50% penetration rate. For new customers in the Pilot Program, we anticipate another 1800 low income consumers, which we anticipate approximately a 40% penetration rate (approximately 720 new customers) to take part in this Pilot Program. The number of consumers per program offering will be 33% of the overall participants in the Pilot Program. Please see the detailed table below, which includes the total cost of this program which is approximately \$600,000 for reimbursement from this Pilot Program as service discounts given to the Pilot Program participants. ConnectTo Communications will invest approximately \$600,000 for training, advertising, free

modems, waiver of connection fee, subsidizing of the computing devices and administration purposes.

Please refer to the excel spreadsheet named Attachment2 with detailed calculations.

8. A description of how the ETC will market the broadband service offering(s) to low-income consumers (*e.g.*, outreach to existing Lifeline voice subscribers, advertising in newspapers/radio, outreach through community-based organizations), the language(s) in which the ETC will market the service and copies of sample marketing materials if available; and

ConnectTo Communications, Inc. will market the broadband service offering to its existing Lifeline voice subscribers by contacting them individually via telephone, include information in the monthly newsletters sent along with the billing statements. ConnectTo is also quite active in the community, thus using this avenue through community-based organizations where ConnectTo is always actively participating in virtually most of the community-based events in Southern California which its target customer base is relevant to. We have the ability and are marketing in English, Armenian and Russian languages, all of which are very large populations within Southern California. In addition, ConnectTo does advertising on local television channels such as ARTN, AABC and AMGA local channels, all of which are available to the low-income consumers as they are local channels that are readily available and marketing on these specific channels have proven to be quite effective based on our advertising for the past many years.

9. A description of what customer service support will be available to subscribers participating in the pilot project;

ConnectTo Communications, Inc. offers multilingual customer support and technical support services for all of its customers, and especially is trained to cater to the Lifeline (low-income) consumers based on their specific needs, thus they are well trained and are capable of providing the necessary assistance to the Lifeline consumers that will also be participating in the Pilot Program. Complimentary consulting assistance over the phone or onsite will be provided on the acquisition of laptops, desktops or tablets. We will work with distributors to extend discounts to these consumers and possibly offer terms with them in order to be able to participate, if necessary. We have already been providing these services for many years successfully.

(C) A detailed explanation of how the ETC's project will address barriers to broadband adoption other than cost, including but not limited to:

1. Whether the ETC's project will provide digital literacy training and what form that will take;

Yes, ConnectTo Communications has partnered with the two following existing organizations that already provide this service to the community we already cater to.

- Mashdots College (www.mashdotscollege.org): The institution is approved by the Bureau For Private Post Secondary Education. One of the most popular programs at Mashdots

College is the Computer Training class, especially covering all aspects of the Internet. We have provided exceptional service to our students, especially the adult population, as well as to numerous companies by training their employees. Mashdots College is recognized nationally as an exceptional institution for providing hands-on training in computer education.

-Armenian Society of Los Angeles (www.asofla.com): Non-profit cultural organization with over 1000 active members and are involved in cultural, humanitarian, and educational activities conducted in Glendale, CA.

2. Whether the project will provide free or discounted hardware, including aircards, modems, laptops (notebooks), tablets, desktops, or other mobile devices, to the subscribers; who will supply and pay for the free or discounted hardware; whether the subscribers will bear any of the cost of the discounted hardware; and the cost the ETC will require the subscriber to pay; and

ConnectTo Communications will provide the wireless modems free of charge to all participants of the Pilot Program. This will give the consumers the ability to not only connect with one device, but with multiple devices if desired by consumers. Thus the ability for the consumer to have access to the service is being fully provided by ConnectTo free of charge. We are partnering and finalizing with a few different vendors that will offer highly discounted devices such as tablets, laptops or desktops that may be purchased by the consumer. Complimentary consulting assistance over the phone or onsite will be provided on the acquisition of laptops, desktops or tablets. We will work with distributors to extend discounts to these consumers and possibly offer terms with them in order to be able to participate and be part of the Pilot Program, if necessary.

- (D) The name and a description of the qualifications of any individuals or entities the ETC proposes to partner with in designing or implementing the proposed pilot project, and a detailed explanation of the role of the partner(s), if any, including whether they have existing or planned adoption efforts that provide for a more holistic approach to overcoming broadband adoption barriers, including digital literacy, equipment costs, and relevance;⁵

ConnectTo Communications, Inc. is partnering with Facts ‘n Figures, Inc. for research and quantitative analysis with the following contact information:

15301 Ventura Blvd. G.O.B #B Suite 500 Sherman Oaks, CA 91403

Tel: (818) 986-6600

Web: www.factsnfiguresinc.com

Founded in 1969, Facts ‘n Figures, Inc. (FnF) is a premier qualitative and quantitative full service data collection, field management and tabulation firm. Their mission is to provide clients with top quality reliable data, superior marketing insights and first rate customer service. They are committed to upholding the highest standards in research and data collection in accordance with the MRA code of ethics.

FnF has the experience and creativity to work with companies from small startups to Fortune 500 companies. FnF, and its partners, have extensive experience in the telecom and internet service

provider industries. They have worked with AT&T, Verizon and Time-Warner to name three large brands in the field. They also assisted People PC, Earthlink Dialup and the Boost subsidiary of Nextel with marketing to low income consumers.

Their experience is vast and deep. In the last year they provided strategic insight to Beach Body, the multi-level marketing leader in both the cosmetics and weight loss sectors, BMW Motorcycles, the UCLA Center For Policy Research, Jamba Juice, Starbucks and John Hancock Financial Services.

There is more information available to the business decision maker today than ever before. But what do you need to know? They ask new questions. They sometimes ask old questions. The bottom line is that they ask the right questions, and get the answers that help the business move forward. They clear away the clutter and noise and deliver insight that leads to action. The McDonald's Corporation has counted on them for a decade. Let them show you why. Other clients who have benefited from their strategic information include, Samsung, ESPN, Sony, Denny's. And the list goes on and on.

ConnectTo Communications, Inc. is also partnering with Mashdots College to implement the digital literacy program as part of the Pilot Program. Mashdots College is located at 744 S. Glendale Avenue, Glendale, California, 91205. The institution is approved by the Bureau For Private Post Secondary Education. The College offers degree and certificate programs in various disciplines. Since its inception in 1992, Mashdots College has graduated more than 5,000 students of which 96% are in the workforce today.

One of the most popular programs at Mashdots College is our Computer Training class, especially covering all aspects of the Internet. We have provided exceptional service to our students, especially the adult population, as well as to numerous companies by training their employees. Our faculty members hold advanced university degrees in Computer Science from reputable U.S. institutions of higher education. Mashdots College is recognized nationally as an exceptional institution for providing hands-on training in computer education.

Mashdots College will be pleased to share their course syllabi and any other pertinent information on their Computer Training program. They are confident that our quality program will satisfy the needs of the participants.

Lastly, ConnectTo is also partnering with The Armenian Society of Los Angeles (www.asofla.com), founded in 1956 and located at 117 S. Louise St., Glendale, CA 91205 (Federal ID Number 95-3607712, California Corporate ID Number D-0881099). The Armenian Society of Los Angeles is a non-profit cultural organization with over 1100 active members and are involved in cultural, humanitarian, and educational activities conducted in Glendale, CA.

(E) A detailed explanation of the design, data gathering and evaluation component of the project, including:

1. All details regarding the design of the project(s), which includes: (a) the planning, execution and analysis of the field experiment with control groups, if applicable;⁶ (b) explanation of how

the proposed project(s) will inform the Commission concerning the causal impact of the variations on broadband service; (c) if applicable, how the project(s) will apply randomization, i.e. the process of randomly determining how consumers are assigned into control groups;⁷ (d) how the project(s) will mitigate any sources of statistical bias, if designed as a field experiment;⁸ and (e) how it will obtain sufficient sample size; and

ConnectTo Communications will perform qualitative research to uncover the most compelling motivators, potential barriers, and other relevant points of connection to guide the marketing of the programs. (Scope: assume a series of 3 qualitative groups held on single day).

Includes: Consulting on stimulus creation, design of screener, design of discussion guide (and group exercises), moderating of sessions, analysis, summary of findings, and briefing to marketing partners. Facility venue, recruiting, incentives, etc.

ConnectTo Communications will provide consulting on the variations of program parameters to be offered as part of the Pilot Study. Randomization will be attained using our proprietary Sales Management system, where each low income participant of this Pilot Program will be randomly assigned one of the three programs. This will result in approximately the same number of low income consumers per program. The projected total low income Pilot Program consumers will be approximately 2000, with each program consisting of about 660 consumers (please see the detailed projections spreadsheet- Attachment2). These figures are of sufficient sample sizes in order to provide high quality data.

2. Details of how the ETC plans to collect the standardized data that must be submitted to USAC, as described in Appendix, including whether the ETC will seek to have USAC collect that data;

ConnectTo Communications, Inc. will provide to USAC the data and details as described in the Appendix. There is no need for USAC to provide any collection of data.

The design of the pilot study, sampling protocol, definition of target cells, distribution of program offers, key metrics and data requirements based on utilization (to be collected by ConnectTo Communications)

A consumer survey initiated at the point of sign-up designed to capture user demographics, profile of household, past experience with broadband, barriers to broadband, primary motivators for signing up, and usage expectations.

Identification of key metrics, compliance with data requirements from FCC, survey design, delivery protocol, and data analysis will be performed.

Includes: (survey programming, data collection, data storage, output of data file, etc.)

Final analysis of all data sources, advanced analytics on data, creation of report on program results, and presentation of report (as needed).

3. If the ETC plans to collect data from its subscribers in addition to the standardized data that must be collected, as described in Appendix, details of the types of data the ETC plans to collect from its subscribers relating to broadband adoption and how it intends to collect that data;⁹

Collecting the required data from the subscribers will be handled. We would also like to collect additional data based on subscribers' experiences, comments and usage from the overall program. We will be providing a very thorough analysis with any and all data that is attainable by us. This is not only to the benefit of this Pilot Program, but also to our benefit to find out how to better serve and cater to our customer's needs.

ConnectTo Communications will conduct a consumer survey initiated at the completion of the trial period designed to capture user satisfaction, primary users in household, reasons for usage (communication, entertainment, education, business, commerce, etc.), primary devices used to access broadband services, retention of broadband service (post trial), utilization of any training, and other requirements per FCC guidelines.

Identification of key metrics, compliance with data requirements from FCC, survey design, delivery protocol, and data analysis, which includes survey programming, data collection, data storage, output of data file, etc.

- (F) A detailed explanation of how the ETC will comply with the Commission's new rules relating to determinations of subscriber eligibility for Lifeline-supported services by applying all of the consumer eligibility and enrollment procedures as detailed in section VI and Appendix C of the *Lifeline Reform Order and FNPRM*, and a copy of the ETC's certification form for enrollment that will be used during the Pilot Program;¹⁰

Since ConnectTo Communications is providing services in the State of California, the low-income customers are verified by a third-party administrator, Xerox in this case. We submit the potential Lifeline customer information to Xerox for the approval process, which then ultimately approves or denies the customers for low income eligibility in the Lifeline program and in this case for the Pilot Program. Any and all customers can be verified via the third-party administrator at any time.

- (G) A description of how the ETC will transition its broadband subscribers at the conclusion of the ETC's project once the discount has ended and any copies of any notices that the ETC would send to its subscribers explaining this transition;

At the conclusion of the project, ConnectTo Communications, Inc. will have collected and submitted to USAC, a substantial amount of data. As ConnectTo's consumer participants utilize the 12 months of services at the reduced and highly-discounted prices while utilizing the high quality of broadband services, in addition to the vast amount of training for digital literacy and possible future entrepreneurship and small business purposes, ConnectTo anticipates a high penetration rate of customer retention at the conclusion of the project. We believe that this would truly be a win-win relationship between ConnectTo (being able to retain these customers) and the consumers having taken advantage of the many offerings as part of this program. Since broadband gives us another form of communication, namely email, ConnectTo Communications will also be providing low income consumers with reminders to complete the survey and the time remaining in the program, and also to monitor their progress and personal experiences. With one month remaining in the program, we will also contact the customers via telephone and email to remind them that the program is coming to an end and will advise of the pricing and details that will be available to them upon completion of the Pilot Program.

Additionally all survey forms will be available on ConnectTo's website and the process of navigating to and completing these forms will be part of the training and digital literacy services provided by ConnectTo.

- (H) If the ETC and its partners intend to submit a final report to supplement the information collected on the Low-Income Broadband Pilot Program Reporting Form, a general description of the types of analysis that will be included in the final report submitted to the Commission at the end of the program. The description should include hypotheses tested and how the analysis addresses the goal of identifying effective approaches to increasing low-income broadband adoption and retention. The description may also explain how, once the study is complete, the costs of converting a non-adopter to adopter will be calculated and presented in the report; and

Collecting the required data from the subscribers will be handled. We would also like to collect additional data based on subscribers experiences, comments and usage from the overall program. We will be providing a very thorough analysis with any and all data that is attainable by us. This is not only to the benefit of this pilot program, but also to our benefit to find out how to better serve and cater to our customer's needs.

ConnectTo Communications will conduct a consumer survey initiated at the completion of the trial period designed to capture user satisfaction, primary users in household, reasons for usage (communication, entertainment, education, business, commerce, etc.), primary devices used to access broadband services, retention of broadband service (post trial), utilization of any training, and other requirements per FCC guidelines.

Identification of key metrics, compliance with data requirements from FCC, survey design, delivery protocol, and data analysis, which Includes survey programming, data collection, data storage, output of data file, etc.

- (I) Any other information necessary to fully describe the project.

ConnectTo Communications is fully equipped with the necessary knowledge and experience being a Lifeline service provider and carrier for many years, and are fully competent in providing these services at a high quality level.

II. All applications must include the following certifications, executed by an officer of the ETC under penalty of perjury:

- (A) That the ETC intends to offer broadband service pursuant to the Commission's rules and regulations for the Lifeline program;
- (B) That the ETC will implement all necessary procedures and efforts to prevent waste, fraud and abuse in connection with its participation in the Pilot Program, including but not limited to procedures that the ETC will have in place to prevent duplicate broadband subsidies within its subscriber base, and procedures the carrier undertakes to de-enroll subscribers receiving more than one broadband discount per household;
- (C) That the ETC's broadband service offering(s) will provide sufficiently low latency to enable use of real-time applications such as Voice over Internet Protocol (VoIP) and if there are usage limits for each plan, that they are reasonably comparable to usage limits for comparable broadband offerings in urban areas;¹¹ and
- (D) That the ETC will participate in the collection and sharing of anonymized qualitative and quantitative data with standardized data elements, formatting, and submission requirements, and that the ETC will participate in workshops to discuss interim and final results of the project, and how best to use limited universal service funds to increase low-income consumers' adoption of broadband services.¹²

Please refer to attachment3 with the abovementioned certifications.

APPENDIX

Please note that the forms contained in the Appendix (except for the first form) shall be provided throughout the program.

**COMPANY INFORMATION PROVIDED BY ETC WITH EACH SUBMISSION TO USAC
BLOCK A**

Each ETC is required to submit the company specific information contained in block "Identifying Information - Block A" for each submission to USAC. All raw data that the ETC submits may be submitted as an Excel or CSV file.

Block A	Question	Response	Notes
Identifying Information	Service Provider Identification Number (SPIN)	143033364	
	Study Area Code(s) (SAC)	549007	
	FCC Registration Number (FRN)	0013921614	
	Legal Company Name and d/b/a	ConnectTo Communications, Inc.	
	Company Mailing Address	555 Riverdale Dr. Suite A Glendale, CA 91204	
	Company Telephone Number	818-546-4602	
	Company Fax number	818-546-4617	
	Company Contact Email Address	Araksiya@connectto.com	
	Reporting Date	06.30.12	
	Company Contact Name	Araksiya Nadjarian	
	List of Project Code Identifiers in Pilot Project	Program1, Program2, Program3	Each variation of a proposed broadband service offering that an ETC offers in its project will be assigned a separate project code identifier by USAC (Project Code Identifier).

PROJECT-LEVEL INFORMATION PROVIDED BY ETC
BLOCK B

Each ETC is required to submit information contained in block "Broadband Service Offering Information - Block B" to USAC once, at the beginning of the ETC's project for each Project Code Identifier.

Block B	Question	Response	Notes
Broadband Service Offering Information	Project Code Identifier		Identifies the study group in terms of discount plans
	List of geographic areas (e.g., census tract, wire center, study area) receiving this variation of the broadband service offering		Identifies relevant geographies being treated in study
	Zip Codes receiving this variation of broadband service offering		List all zip codes fully or partially in this variation of broadband offering

PROJECT-LEVEL INFORMATION PROVIDED BY ETC
BLOCK C

Each ETC is required to submit information contained in block "Project Information - Block C," to USAC once, at the beginning of the ETC's project for each Project Code Identifier.

Block C	Question	Response	Notes
Project Information	Maximum number of months discount is available	0 - 12	Number of months discount is offered in study
	Type of service offering	Bundled Voice & BB; Stand-alone BB	
	Technology used	Mobile, Fixed-wireless, Wireline (Telco or Cable), Other (indicate)	
	Broadband speed provided	specify upload and download speed	Provide advertised speeds.
	Monthly usage limit, if any	GB/month	If usage limits do not apply, respond with N/A.
	If monthly usage limit applies, whether overage charges apply and if so, specify rate amount	\$	If usage limits do not apply, respond with N/A. If overage charges do not apply, respond with N/A
	If monthly usage limit applies with no overage charges, specify whether service is discontinued or broadband speed is reduced	Discontinued service, broadband speed is reduced, none of the above (specify)	If usage limits do not apply, respond with N/A. If overage charges apply for exceeding usage limits, respond with N/A.
	Monthly broadband discount amount	\$	
	Monthly cost to subscriber for broadband service after discount	\$	
	Amount of discount provided to reduce or eliminate non-recurring fee(s), if any	\$	
	Amount of non-recurring fees, if any, charged to subscriber after discount	\$	
	Amount of discount for equipment provided to subscriber by ETC, if any	\$	If subscriber receives equipment at no cost, please include value of equipment given to subscriber
	Cost to subscriber of equipment provided by ETC that is used for broadband after discount	\$	
	Digital literacy training offered as part of broadband service offering	Yes/No	

PROJECT-LEVEL INFORMATION PROVIDED BY ETC
BLOCK D

Each ETC is required to submit information contained in block "Aggregate Population Information for Variations of Broadband Service Offering - Block D" to USAC on a quarterly basis for each Project Code Identifier. If necessary provide a best estimate.

Block D	Question	Response	Notes
Aggregate Population Information for Variation of Broadband Service Offering	Project Code Identifier		Identifies the study group in terms of discount plans
	Total number of Lifeline eligible subscribers in study population		Estimate if necessary, explaining your assumptions
	Total number of eligible subscribers offered this variation of broadband service during the pilot		Estimate if necessary, explaining your assumptions
	Total number of subscribers enrolled in the offered discount during the first month of the quarter		
	Total number of subscribers enrolled in the discount during the second month of the quarter		
	Total number of subscribers enrolled in the offered discount during the third month of the quarter		
	Total number of subscribers that have de-enrolled in the offered discount during the first month of the quarter		
	Total number of subscribers that have de-enrolled in the offered discount during the second month of the quarter		
	Total number of subscribers that have de-enrolled in the offered discount during third month of the quarter		

SUBSCRIBER-LEVEL INFORMATION PROVIDED BY ETC
BLOCK E

Each ETC is required to submit the information contained in block "Enrollment Information - Block E" to USAC when all subscribers have enrolled in the ETC's project. Each subscriber must have a unique identifier, which will be used throughout the study, assigned by the ETC (Unique Subscriber Identifier).

Block E	Question	Response	Notes
Enrollment Information	Unique Subscriber Identifier		Unique, anonymized identifier assigned by ETC
	Project Code Identifier		Identifies the subscriber's study group in terms of discount plan
	Geographic Area		
	Zip code(s)		
	Date Subscribed	MM/DD/YY	
	Digital Literacy Program Offered?	Yes/No	
	Digital Literacy Offer Accepted at Enrollment?	Yes/No	Only enter if literacy program is offered to subscriber

Provided by ETC

SUBSCRIBER-LEVEL INFORMATION PROVIDED BY ETC
BLOCK F

Each ETC is required to submit the information contained in block "Follow-Up and Retention Information – Block F" based on subscriber records within three months after the subscriber received the last discount in the pilot. Each subscriber must have a unique identifier, which will be used throughout the study, assigned by the ETC (Unique Subscriber Identifier).

Block F	Question	Response	Notes
Follow-Up and Retention Information	Unique Subscriber Identifier		Unique, anonymized identifier assigned by the ETC
	Project Code Identifier		Identifies the subscriber's study group in terms of discount plan
	Did the subscriber participate in the study for the full duration of the program?	Yes/No	
	Number of months of discount <i>actually</i> received	0-12	
	If not currently subscribing, date service ended	MM/DD/YY	If customer ended service, indicate date ended
	Did subscriber retain service with the ETC in the first month following the last discount (i.e. the first unsubsidized month)?	Yes/No	
	Did subscriber retain service with the ETC in the second month following the last discount (i.e. the second unsubsidized month)?	Yes/No	
	Did subscriber retain service with the ETC in the third month following the last discount (i.e. the third unsubsidized month)?	Yes/No	

Provided by ETC

SUBSCRIBER-LEVEL INFORMATION COLLECTED FROM THE SUBSCRIBER BLOCK G

Each ETC, or USAC if the ETC requests, is required to collect the information contained in block "Subscriber-Provided Information at Enrollment – Block G" directly from each subscriber prior to providing a discount and submit when all subscribers have enrolled in the project. ETCs have the option of having USAC collect this information through an electronic, online survey at enrollment; subscribers must consent to collection and sharing of this information in order to receive any discount. Each subscriber must have a unique identifier, which will be used throughout the study, assigned by the ETC (Unique Subscriber Identifier).

Block G	Question	Response	Notes
Subscriber-Provided Information at Enrollment			
	Unique Subscriber Identifier		Unique, anonymized identifier assigned by the ETC
	Project Code Identifier		Identifies the subscriber's study group in terms of discount plan
	Subscriber Age		
	Ages of household members		
	Number of household members using subsidized broadband		
	In 2011, what was this household's total income before taxes?	Less than \$5,000, \$5000-\$9999 \$10,000-\$20,000, \$20,001-\$30,000, \$30,001 or more, Not Determined	
	Equipment expected to be used with broadband service - choose multiple	Desktop Computer, Laptop/netbook computer, Tablet, Mobile device (smartphone), mobile broadband modem (aircard)	

Collected from Subscriber

Has this consumer subscribed to broadband in the past?	Never, Within last 3 months, Within last 6 months, Within last 12 months, More than 12 months ago	
Reasons for not previously obtaining broadband - can choose more than one	Monthly cost too expensive, didn't use service, don't know how to use computer/Internet, uncomfortable with Internet (e.g. privacy concerns, dangerous for children), happy with dial-up, could access Internet elsewhere, other – specify	
If subscriber previously subscribed to broadband, but dropped service, reason for dropping (can choose more than one response)	Monthly cost too expensive, didn't use service, the equipment no longer worked, don't know how to use computer/Internet, uncomfortable with Internet (e.g. privacy concerns, dangerous for children), happy with dial-up, could access Internet elsewhere	Answer NA if previous answer is "Never"
Reason(s) for use of Internet (can choose more than one response)	Want to stay in touch with family and friends, children need it for school, subscriber needs it for school, want to access music, movies and other entertainment, children want internet access, get health care or medical information, job required online access, need it for job searches, want to share photos or videos with family and friends, internet provider offered a good price for the service, use for daily activities (e.g. check bus schedule), other --- specify	

SUBSCRIBER-LEVEL INFORMATION COLLECTED FROM THE SUBSCRIBER BLOCK H

Each ETC, or USAC if the ETC requests, must collect the information contained in block “Follow-up and Subscriber Usage Information – Block H” from the subscriber no later than the end of the project. ETCs have the option of having USAC collect this information through an electronic, online survey; subscribers must consent to collection and sharing of this information in order to continue receiving any discounted broadband service. Each subscriber must have a unique identifier, which will be used throughout the study, assigned by the ETC (Unique Subscriber Identifier).

Block H	Question	Response	Notes	
Follow-Up and Subscriber-Usage Information	Unique Subscriber Identifier		Unique, anonymized identifier assigned by the ETC	Collected from Subscriber
	Project Code Identifier		Identifies the subscriber's study group in terms of discount plan	
	Number of Household members using discounted broadband service			

	Subscriber use of Internet (can choose more than one response)	Want to stay in touch with family and friends, children need it for school, subscriber needs it for school, want to access music, movies and other entertainment, children want internet access, job required online access, need it for job searches, want to share photos or videos with family and friends, internet provider offered a good price for the service, use for daily activities (paying bills), other -- - specify	
	Did the subscriber participate or is currently participating in any training programs so he/she can better use a computer and the Internet?	No training class taken, currently taking a training class, completed a training class	
	Equipment used with service (can choose more than one response)	Desktop Computer, Laptop Computer (includes netbook), Tablet, Mobile Device (Smartphone) Mobile Broadband Modem (aircard)	